

GOLDEN GOOSE PR

360,000 philanthropists invited to Global Parties this September

- The Global Party, the world's biggest VIP private charity event, will spread to 150 cities this September
- Party loving philanthropists will flock to the world's leading venues to raise funds for hundreds of good causes
- Over 180 events have been confirmed across six continents

LONDON, 28th July 2014.

Hedge funders, entrepreneurs and A-listers plan to attend a record number of The Global Party events this September, fund-raising for The Global Charity Trust.

Created by co-trustees David Johnstone and Lord Stanley Fink, The Global Party is a rapidly expanding movement. Its purpose is to bring together finance, fund-raising and fun, raising substantial donations and awareness for hundreds of good causes through the most spectacular events.

The formula clearly works. Since its launch in 2011, parties thrown by the trust have been attended by tens of thousands, including Uma Thurman, Arpad Busson, Lily Cole, Brian Ferry, Macy Gray and Hayden Panettiere. In the process, The Global Party has amassed a database of over 250,000 super high net-worth individuals and leading members of the luxury industry.

Johnstone explains: "We select only the very best venues, be they five or six star hotels, legendary night spots or world class restaurants. We also look for event opportunities where the experience is so unique that it will surprise and delight even the most well-travelled and worldly guest.

"Dining in a giant fish tank in a hotel under the sea or being the first to set foot in a brand new hotel, whilst being serenaded by a platinum disc selling artist, are two of the things we have up our sleeves this year."

With exclusivity key to the success of every event, it is not possible to buy a ticket to The Global Party. Instead, people are invited to attend through each venue's VIP and members' database and a growing network of introductions. They can then select which parties they wish to go to and pay a donation set by each venue, with all the funds going directly to supporting good causes. Once invited, guests may go to as many parties as they wish to throughout the world.

David Johnstone continued: "The variety of locations and parties makes every event special – from the Orient Express to a hot air balloon outside London's Natural History Museum. We even have a dinner under the stars planned in Bhutan. The fact that everyone is going to have a different Global Party experience is what keeps people coming back.

“The challenge is to create inspiring and creative money-can’t-buy experiences and by working solely with the owners of the world’s leading venues, we know that this year will be our biggest and best Global Party yet.”

The Global Party aims to raise more than £2m net for The Global Charity Trust from events and donations by the end of 2014.

The Global Charity Trust is regulated by The Charities Aids Foundation (CAF). Registered Charity Number 268369

The Global Party 2014 confirmed venues include:

- Nikki Beach, Cabo San Lucas, Mexico
- Madinat Jumeirah in Dubai
- STK in Las Vegas
- Boujis in London & Hong Kong
- La Zagaleta in Marbella
- Shelborne Wyndham Grand South Beach in Miami
- Conrad Rangali Island in the Maldives
- Gangtey Goenpa Lodge in Trongsa, Bhutan
- Kempinski Hotel Xi'an, China
- The Roof Gardens, Kensington, London
- Cavalli Club, Dubai

The Global Party Milestones

The Global Party first occurred in 2011 across 73 cities and by 2013 the number of cities had grown to 143.

In its first year, 80,000 guests partied at 80 international venues over two days.

Now, over 100,000 people are expected to attend The Global Party events throughout the month of September in conjunction with the world’s premium restaurants, bars, clubs, 5 star hotels, property developments and luxury retailers.

The Global Party is an awe-inspiring annual event which helps to raise both awareness and funds for thousands of local charities through the Global Charity Trust.

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For further information please contact:

Rupert Esdaile on + 44 (0) 207 734 2002 / + 44 (0) 759 001 3324

Rupert@goldengoosepr.com

www.goldengoosepr.com